MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

LPI2027 PROFESSIONAL IMAGE AND ETIQUETTE
(All Sections)

5 MARCH 2020
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** printed page with **TWO** sections only.

2. Answer **ALL** questions in Section A and B.

3. Write your answers in the **Answer Booklet** provided.

SECTION A: STRUCTURED QUESTIONS [30 MARKS]
Instruction: Answer **ALL** questions.

1. In the business world, nonverbal communication sends messages about your professional image. Identify nonverbal communication in workplace.   (3 marks)

2. Briefly explain 'surface language'.   (2 marks)

3. Professional dress can be defined as dressing in such a manner as to enhance your authority, promote your respect, aid in your promotion, and promote your advancement opportunities in the workplace.   (6 marks)

   Identify six (6) appropriate clothing selections at workplace.

4. Personal behavior contributes to the overall professional image you project. Identify six (6) aspects of personal behavior at workplace.   (6 marks)

5. Briefly explain 'first impression' during a job interview.   (3 marks)

6. Define professionalism behavior at workplace.   (2 marks)

7. Identify five (5) professional boundaries.   (5 marks)

8. Define 'wardrobe engineering'.   (3 marks)

SECTION B: SHORT ANSWER QUESTION [20 MARKS]
Instructions: Read the information below and answer the questions that follow.

1. A strong work ethic is vital to a company achieving its goals. Every employee, from the Chief Executive Officer (CEO) to entry-level workers, must have a good work ethic to keep the company functioning at its peak. Work ethic is a set of moral principals an employee uses in his job. Certain factors come together to create a strong work ethic.

   a) Discuss the following concepts with and example of each:

      i) Integrity   (5 marks)

      ii) Sense of responsibility   (5 marks)

      iii) Emphasis on quality   (5 marks)

      v) Sense of teamwork   (5 marks)

End of paper